



# Buy Detail Report

Revision #: Date: 9/18/2012

Client: Ben McAdams for Salt Lake County Mayor  
 Media: TV  
 Product: Mayor  
 Market: Salt Lake City-Ogden  
 Primary Demo: Adults 25-64  
 Separation between spots: 30

Estimate: 318

Vendor: KUCW-TV

Send Billing To: Love Communications

Description: Ben McAdams TV  
 Flight Start Date: 9/17/2012 05:00 AM  
 Flight End Date: 11/4/2012 04:59 AM  
 Survey: Nov'11 DMA Nielsen Live+7  
 Buyer: Peggy Conway

6136 South Stratter  
 Murray, UT 84107

546 S. 200 W  
 Salt Lake City, UT 84101  
 Phone: 801-519-8880  
 Fax: 801-519-8884

Phone: 270-2320  
 Fax: 281-4503

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24 10/1	Total Spots
<b>KUCW-TV</b>						
64	MTuWThF 6:30p-7:00p BIG BNG THEORY<	PA	\$250.00	30	0 0	0
65	MTuWThF 10:00p-10:30p BG BNG THRY B<	LF	\$120.00	30	2 2	4
66	Sa 10:30p-12:00a SAT NITE LIVE	LE-1 5	\$143.00	15	1 1	2
<b>Total Cost:</b>			\$766.00	<b>Total Spots:</b>		6
				3	3	6

Disclaimer:

Signature: \_\_\_\_\_